

We claim:

1. A method of advertising on a vehicle, the vehicle having at least one seat with a pivotable table, the method comprising the steps of:

attaching a sheet with advertising media to a face of the table;
pivoting the table from a storage position to a use position;
exposing the advertising media on the face of the table when the table is moved to the use position; and
hiding the advertising media from view when the table is in the storage position.

2. The method of advertising as set forth in claim 1, wherein the sheet with advertising media is readily detachable from the face of the table and wherein the method further comprises the step of removing the sheet of advertising media from the face of the table.

3. The method of advertising as set forth in claim 2, wherein the vehicle is an airplane and wherein the method further comprises the step of providing flame-proofing or fire-retardant characteristics for the sheet with the advertising media.

4. A method of providing information in a vehicle, the method comprising the steps of:

providing a pivotable table with a at least one face;
providing a sheet with indicia having information thereon;
attaching the sheet to the at least one face of the table whereby the indicia is visible when the face of the table is visible; and
placing the pivotable table in a vehicle.

5. The method of providing information in a vehicle as recited in claim 4, wherein the vehicle is an airplane and wherein the method further comprises the step of providing flame-proofing or fire-retardant characteristics for the sheet with the indicia.

6. A method for providing information to a passenger on board a vehicle, which vehicle has at least one seat having an articulatable table movable between a stowed position and an extended position, an upper surface of the table projects generally horizontally from the seat when in the extended position, the method comprising the steps of:

detachably securing a cover to the upper surface of the table, the cover bearing information;

presenting the information to a passenger when the table is in the extended position so that the information can be viewed;

enabling the table to be returned to the stowed position without dislodging the cover after the table has been in an extended position.

7. The method as recited in claim 6, further comprising the step of providing the cover which is fire-retardant or flame-proof.

8. The method as recited in claim 7, further comprising the step of providing the information in an aircraft which is the vehicle.

9. The method as recited in claim 6, further comprising the step of removing the cover at an end of a passenger's journey.

10. The method as recited in claim 6, wherein the step of detachably securing the cover comprises the step of using a releasable adhesive.

11. The method as recited in claim 6, wherein the step of presenting information presents advertisement or publicity information.

12. The method as recited in claim 6, wherein the step of presenting information presents personal information of interest to a passenger.